

Thursday, Friday, Saturday, Sunday
March 5-6-7-8

GRAND OPENING

FREE GIFT!
with Each Purchase

OF THE NICEST
SHOE STORE IN
THE HARBOR-
SOUTH BAY
AREA!

FREE GIFT!



We shall give with each pair of shoes purchased one pair of regular 79c Japanese Zoris for men, women or children. Men have the alternative of choosing one pair of \$1 sox.

We have spent the three months since opening our doors observing the needs and desires and requests of the folks in our area and have meanwhile acted on those requirements to adjust our inventory. As a result we now have an almost tailor made stock! WE ARE NOW READY FOR OUR GRAND OPENING WITH THE MOST COMPREHENSIVE POPULAR PRICED SHOE STOCK IN THE AREA. ALL LATE AS TOMORROW'S STYLES!

FOR THE LADY OF THE HOUSE

- DRESS SHOES BY "DELMAR" \$7.98 to \$9.98
- BUDGET DRESS SHOES \$5.98 to \$6.98
- "SUBURBANAIRE CASUALS" \$4.98 to \$6.98
- BUDGET CASUALS from \$2.98
- "FASHION-BILT" ARCH SHOES \$8.98
- "Favorite for women for over 30 years."

FOR THE YOUNG LADY ABOUT THE HOUSE

- NATIONALLY ADVERTISED FLATS from \$2.98

FOR THE "BIG MAN" ABOUT THE HOUSE

- JOHNSONIAN DRESS SHOES from \$10.98
- With miracle guide step feature. Need no breaking in.
- BUDGET DRESS-CASUAL AND WORK SHOES from \$5.98

FOR THE YOUNG MAN ABOUT THE HOUSE

- WE HAVE THEM ALL from \$5.98
- Chukka Boots, "Pat Boone" Bucks, Swirl Loafers, French Toes, etc

FOR VARIOUS SMALL FRY

- "BLUE STAR" CHILDREN'S SHOES \$5.98
- Nationally advertised and commended by Parents Magazine Etc.
- BUDGET CHILDREN'S AND INFANT'S SHOES from \$2.98



- VISIT OUR SPECIAL ORDER BAR
- HARD TO FIND FOOTWEAR ON OVERNIGHT DELIVERY
- GOLF SHOES
- BOWLING SHOES
- BASEBALL SHOES
- FOOTBALL SHOES
- DANCE SHOES
- JODPURS
- COWBOY BOOTS
- SQUARE DANCE SHOES
- ETC. ETC.

PLENTY OF
Free Parking

Open 9:30 a.m.—8p.m. Daily
Open Sunday 11 a.m.—5 p.m.
Phone DA 6-8433

WESTERN SHOE MART

Serving Southern California
Communities for Over 50 Years

24811 South Western Avenue
At Lomita Boulevard • 2 Doors North of Lucky Market